

## Message Text

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64

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 CIAE-00 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/076 W

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R 301639Z MAY 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 0802

UNCLAS LONDON 06721

E.O. 11652: N/A

TAGS: BEXP, BTRA, UK

SUBJECT: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: STATE 109972

1. EMBASSY REQUESTS 50 BROCHURES FOR OCTOBER PACKAGING SHOW IN CHICAGO AND FOR NOVEMBER GRAPHIC ARTS EXPOSITION IN SAME TOWN. NEED 200 BROCHURES FOR JANUARY HOUSE-WARES SHOW IN CHICAGO GIVEN DIFFUSE NATURE OF BUYER UNIVERSE HERE. CONFLICT WITH LONDON OLYMPIA ELECTRONICS AND DATA TRANSMISSION SHOW IN MAY PREVENT US PROMOTING COMPUTER CONFERENCE. OTHER SHOWS CONSIDERED BUT REJECTED EITHER ON GROUNDS SHORT LEAD TIME OR INAPPROPRIATENESS THIS MARKET.

2. TO EFFECTIVELY PROMOTE SHOWS NEED DETAILS ON EXHIBITORS - POSSIBLY ADVANCE COPIES CATALOGS OR SUBSTANCE OF INFO TO BE CONTAINED THEREIN. IF SHOW AUTHORITIES CONTRACT WITH LONDON PROMOTION FIRM PLEASE INFORM US FOR EFFECTIVE COORDINATION. SINCE LEAD TIME CRITICAL, PARTICULARLY IN GETTING FREE PUBLICATION IN TRADE JOURNALS, SUGGEST THAT ALL MATERIALS BE AT HAND HERE AT MINIMUM FIVE MONTHS PRIOR TO EVENT.

ANNENBERG

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Errors:** N/A  
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**Reference:** STATE 109972  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 04 NOV 2002  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BEXP, BTRA, UK  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005